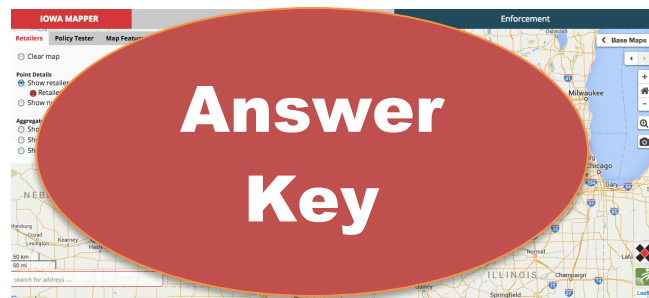


Foundations for Finding Your Story in the Store Mapper

Now that you've learned how to navigate the Store Mapper, can you find your way around?

Go to

<http://www.countertools.org/iamapping>
to begin!



All questions in this worksheet use the “Tobacco Retailers” tab on the navigation bar.

1. Which county has the highest number of tobacco retailers?

Polk County

Option 1 – Using the Map: In the dialog box, select the “Retailers” tab, then under “Point Details” select “Show number of retailers by” and then choose “County” from the dropdown menu. Look for the highest number on the map.

Option 2 – Using the Report: In the Dialog Box, select the “Retailers” tab, then click the “Get a Report” button on the right.

Select “Area Overview Report”, then under “Select a Report Type,” choose “Retailers and Density” from the dropdown. Under “Select the Type of Area” choose “County Boundaries” from the dropdown. Click “Generate Report” and then when the report is ready, click “Click here to download.” In the “Total Retailers” column, find the highest number of retailers and look at the corresponding county name in the row.



2. How many retailers does that county have?

419 retailers

Find this answer using either of the methods listed for question #1.

3. Which two counties have the highest ranking for tobacco retailer density?

Winnebago and Dickinson Counties

Option 1 – Using the Map: In the dialog box, select the “Retailers” tab, and then under “Aggregate Statistics” select “Show density ranking by” and select “County” from the dropdown menu. Then, in the dialog box, select the “Map Features” tab, select “Boundaries” and click the “labels” checkbox next to “County Boundaries” to turn on the county name labels on the map. Find the the counties on the map with the numbers 1 and 2 for the first and second highest density ranking.

Option 2 – Using a Report: In the dialog box, select the “Retailers” tab then select the “Get a Report” button on the right. Select “Area Overview Report”, then under “Select a Report Type” choose “Retailers and Density” from the dropdown. Under “Select the Type of Area” choose “County Boundaries” from the dropdown. Click “Generate Report” and then when the report is ready, select “Click here to download”. Under the column “Density Ranking” find the counties marked 1 and 2 for first and second highest. Find the corresponding county names in the rows.



4. What color are points for retailers that have a pharmacy counter?

orange

In the dialog box, select the “Policy Tester” tab. Under “Point Details,” select “Retailers with a pharmacy counter” to display retailers that are also pharmacies on the map. A legend appears in the dialog box under “Retailers with a pharmacy counter”. Find the dot color that corresponds with “Retailer has a pharmacy” in the legend.

5. Which city or town has 17 tobacco retailers that are also pharmacies?

Cedar Rapids

In the dialog box, select the “Retailers”, then select the “Get a Report” button on the right. Select “Areas Overview Report.” Under “Select a Report Type” select “Policy, Pharmacy” from the dropdown and under “Select the Type of Area” choose “City and Town Boundaries” from the dropdown. Click “Generate Report” and then when the report is ready, select “Click here to download”. In the column called “Retailers Pharmacy” find the number 17. Find the corresponding city or town name in that row.



6. What percentage of all tobacco retailers are also pharmacies in this city?

16 %

In the report that you generated for question #5, look in the column called “Percentage” in the row that corresponds with the city or town identified in question #5.

7. Download a report to compare the number of tobacco retailers within 1000 ft of schools or parks in Sioux City with all of Iowa. Did you download an Areas of Interest or Areas Overview report?

Areas of Interest

In the dialog box, select the “Retailers”, then select the “Get a Report” button on the right. Select Area of Interest Report, then under “Select a Report Type” choose “Policy, Near Schools and/or Parks” from the dropdown. Under “Select the area to report” select “City and Town Boundaries” from the dropdown, then select “Sioux City” from the next dropdown. Under “Select the second area for comparison,” select “Entire State” from the dropdown. Click the button that says “Generate Report” and then when the report is ready, select “Click here to download”.



8. Is the percent of retailers within 1,000 ft of a school and/or park in Sioux City greater or less than the statewide average?

Greater

In the report that you generated for question #7, look in the section on the first page on the left called “Retailers near Schools and/or Parks” and find the row that says “Within 1,000 ft”. Look in the Sioux City column that lists percent in that row (61%) and in the Entire State column that lists percent in that row (28%) and compare the two percentages.

9. What would be the change in tobacco retailer density in Sioux City after banning retailers within 1000 ft of schools and/or parks?

Decreased by: 61 %

Find this percentage in the same report generated in question #7.

10. Are retailers in Sioux City more densely located in lower-income neighborhoods than in higher-income neighborhoods?

Yes

In the dialog box, select the “Retailers”, then select the “Get a Report” button on the right. Select Area of Interest Report, then under “Select a Report Type” select “Retailers and Density”. Under “Select the area to report,” choose “City and Town Boundaries” from the first dropdown and choose “Sioux City” from the next dropdown. You can choose any area for comparison (a comparison area is not relevant for this question). Check the box for “Include demographic details?” and click “Generate Report”, then select “Click here to download” once the report is ready. Scroll to the page on the report with the light blue subheader “Retailer Count and Density by Demographic.” On this page, look at the section of data labeled “Median Household Income.” Find the lowest income quintile (Q1) to compare to the highest income quintile (Q5). In the column called “Retailers per 1k”, compare the numbers for Q1 (2.0 retailers per 1000 people) to Q5 (0.4 retailers per 1000 people).

